

What are the Information Needs of Communities & Citizens? Our rural community is in great need of information. Let list a few

1. In our county of over 110,000 people less than 11,000 people are cable subscribers. that means of course that much of the news they get comes from their television dish which does not include community access or public television (in some cases). PEG stations are crucial transmitters of local news and content.

2. Our community has the highest per capita population of nonprofits which indicates the level of commitment the NGO sector has to community service and also shows how poor our government services are, and getting worse here in California. Who serve the information needs of our community. through NCTV's NING Nevada county Community Youth Network (with 12 more networks on the drawing board) we hope to expand informational services to the nonprofit sectors.

3. The clients of nonprofits need as much interconnected information as possible. A youth who wants to produce her or his own video has no idea how to produce that. our schools do not teach digital media. they find out on the NCTV Youth Network. We can connect them to free on-line services from such youth organizations as Just Think, a service they can only get through our work. Parents of children with special needs do not have a place to discuss issues to read articles except on our network.

4. Our new attempts at using social networks and website to narrow-cast information is an important part of our overall service. Without these services our citizens will receive inadequate or little information. I would ask you to look at Nevada County Interviews streaming at www.nevadacountytv.org. See our interview debate between two local candidates Clerk/Recorder Greg Diaz and challenger Barry Pruett. The interview drew high praise by both candidates and has all the drama of local politics with a smattering of Tea Party intervention. This show is in high demand and clearly demonstrates our unique service.

5. we covered a planning commission meeting on the reopening of a mine here in town that was widely followed. It was not carried on the government channel, but we covered it completely on our own dime on channel 11 and now the planning commission is contemplating having their meetings join the City Councils of two cities and the BOS broadcasting their meetings live on tv, live streaming and VOD on our website. The coverage of this event was scarcely covered in the print media.

How is Commercial Media Serving Your Community?

With less than 10% penetration of cable, it is not meeting the need. Satellite TV is not at all local. We are the main source of information for many people who follow us on the web. We have two radio stations, one is largely an alternative music channel and the other the sole news organization for a

huge geographic area.

What is the State of Noncommercial, Nonprofit, and Public Media?

We have twenty active videographers and eleven weekly shows produced in our studios, covering the political spectrum from very conservative, Pickle Barrel to very progressive, Reality Check, with everything else in between. Our local high school game of the week is the only coverage for high school sports in this area. In conjunction with Touchdown productions we show football, girls and boys basketball, volleyball, baseball and softball, wrestling and gymnastics.

And yet with the onerous PEG franchise restrictions we barely make salaries each week. I used to make over \$100,000 working in the legislature and now barely exceed minimum wage. We are constantly trying to expand services and are stretched to breaking.

Other community nonprofits are going under at an alarming rate. We lost our arts council, Foothill Theater and the Imaginarium (science museum and activity center) all in the past year.

We need to drastically increase community and public media. We cannot increase civic engagement during this time of cynicism and voter confusion when all they hear are strident provocative commercial "news" blasted at them from every side. Where is the local news coverage?

Please hear us, we are the last link of noncommercial media that strengthens the community, provides educational content and truly nonpartisan debate.

As a playwright and writer for commercial media I know there is a place for market driven media in the commercial sector. But I can tell you that every minute of every show on commercial tv is dictated by commercial demands. It is instructive to look at RFPs that come out program agencies in NYC and what kind of characteristics commercial shows must have. There is a place for this entertainment. But it is not sufficient. There are many critical niche media products that will never be commercially viable but are of critical importance to the viewing audience.

I do not see that nonprofit news competes with commercial news simply because we are not trying to do what they do. With the exception of PBS and Democracy Now, there is little national nonprofit news that might in some sense compete with commercial tv. We carry a daily 30 minute news program produced by a local journalist called Grass Valley News that would never be seen on a commercial station but has its own local following.

What is the Impact of the Internet and Mobile Information?

As I mentioned our plan of attack is to create social networks for 12-14 communities of interest from Sports to Gardening to Religion to the Environment to Arts and culture to Food/Wine. These networks

are interactive collections of many citizens and agencies and companies. From that we plan to open 12 "Channels" on our website that will include very local to international content categorized and accessible to web surfers.